



**USAID**  
FROM THE AMERICAN PEOPLE

**SENEGAL**

**USAID/SENEGAL  
SOLICITATION FOR USPSC DEVELOPMENT OUTREACH &  
COMMUNICATION ADVISOR**

- 1. Solicitation Number:** **685-14-003**
- 2. Issuance date:** **03/26/2014**
- 3. Closing date/time at USAID/Senegal:** **04/15/2014 at 17:00 pm (Senegal Time)**
- 4. Position title:** **DEVELOPMENT OUTREACH & COMMUNICATION ADVISOR**
- 5. Market value:** **GS 13 (\$72,391 - \$94,108 p.a.)**  
*Final compensation will be negotiated within the listed market value based upon the candidate's past salary history, work experience and educational background.*
- 6. Organization Location of Position:** Dakar - Senegal
- 7. Direct Supervisor:** The incumbent reports to the Regional Program Officer
- 8. Supervisory Control:** None
- 9. Period of Performance:** Immediate upon receipt of security/medical clearances.  
*(The Personal Services Contract will be for 12 months, renewable annually for up to a total of 5 years, based on the need for continued services, satisfactory performance, and the availability of funds).*
- 10. Place of Performance:** Dakar – Senegal
- 11. Security Access:** Employment Authorization
- 12. Area of Consideration:** US Citizens Locally hired.
- 13. Work Schedule:** 40 Hours Workweek

---

*Note: Due to the number of applications we receive, only applicants who have been short listed will be contacted by USAID.*

## **INTRODUCTION**

With the regionalization of the USAID/Senegal Mission to include responsibilities for a number of countries in the sub-region, including the integration of new resilience programming through the Sahel Joint Planning Cell (JPC) and the growing regional Offices' of Foreign Disaster (OFDA) and Food for Peace (FFP), communications requirements will increase to a level beyond the level that can be reasonably expected for the incumbent bilateral Development Outreach and Communication Advisor (DOC/A).

USAID/Senegal therefore seeks the services of a Regional Development Outreach and Communications Advisor (RDOC/A). The (RDOC/A) will be based in the Sahel Regional Office of the USAID/Senegal Mission and will report to the Regional Program Office Director, S/he will have extensive interaction with the bilateral Development Outreach and Communications Advisor (DOC), the USAID Mission Director, the US Embassy's Public Information Officers (PIO) in the region and the Public Affairs Officers (PAO) in the region, the regional DOC in the West Africa Mission in Ghana and the Development Counselors and Country Program Managers in Chad, Mauritania, Niger and Burkina Faso. S/he will also interact with the Agency's Legislative and Public Affairs Bureau (LPA) in Washington (USAID/W), the Africa Bureau for Democracy Conflict and Humanitarian Assistance and the Bureau for Food Security.

The RDOC/A will serve as lead communicator for all regional activities handled by the Senegal Regional Office including the JPC, OFDA and FFP with the key duty of disseminating public information on USAID's activities to promote a better understanding of USAID's role in the region. S/he will have the broad responsibility of working with USAID/Senegal Front Office, Country Program Managers and Development Counselors in Chad, Niger, Burkina Faso and Mauritania and will also work with a multitude of implementing partners throughout the region to formulate and present public relations materials to target audiences that convey USAID's work and successes in the Sahel. S/he should have special competence in the technical areas Adobe Illustrator, Adobe InDesign, video editing and production, and graphic design. S/he should also be expert in USAID's branding and marking regulations to ensure that all regional partners are fully aware and compliant of the regulation. S/he should also be able to assist with population and maintenance of social media vehicles such as Facebook, Twitter, You Tube and Flickr, and maintenance of the USAID/Senegal web site as it relates to regional activities.

## **DUTIES AND RESPONSIBILITIES**

- A. MANAGEMENT OF COMMUNICATION AND OUTREACH REQUIREMENTS OF ALL REGIONAL AND BILATERAL PROGRAMS UNDER USAID/ SENEGAL'S PURVIEW:** Directs and manages all DOC activities for the region including setting priorities for the accomplishment of DOC regional strategy objectives to ensure that DOC targets and reoccurring demands (e.g. public events) are met; managing

the budget for DOC activities, overseeing the publication of materials; supervising the maintenance of DOC materials and files.

**B. USAID STRATEGIES FOR THE SAHEL:** Develops reviews and implements USAID's Regional and bilateral Communications Strategies and assists with annual update of overall Mission strategy. RDOC/A will participate in training of new regional implementing partners or staff in a variety of DOC-related subjects, for example how to write a success story, interaction with the press, how to write a press release, branding etc.

**C. MEDIA RELATIONS:** responsible for USAID/Senegal media activities involving all regional activities, as well as monitoring media trends that affect the USAID program. Maintains professional contact with media in the region (especially Chad, Niger, Burkina Faso and Mauritania) to fulfill this requirement and coordinates with the PAOs in the region and with USAID/W LPA. This may include arranging interviews, briefings, tours of USAID projects; and escorting journalists during these events. S/he also:

1. Keeps abreast of USAID events (and will work with implementing partners as necessary) to ensure that appropriate press coverage is provided. Advises Mission's Front Office and staff if press coverage is not recommended for any culturally sensitive event.
2. Reviews the daily press to keep abreast of coverage that relates to USAID regional activities. Selects edits or summarizes items of interest for the USAID Director and staff.
3. Plans, researches, drafts, and/or edits press releases and facts sheets. Coordinates with USAID field offices in the region, Embassy PIOs and PAOs and implementing partners to produce and release timely, accurate and useful written material for local and/or other media.
4. Advises and works with PIO and PAOs in the region, USAID field offices and implementing partners to expand opportunities for coverage of USAID assistance, including TV and radio. Helps USAID regional field offices define appropriate activities for coverage, participation in field inspections and final selection, and accompanies TV/radio crews site locations for filming.

**D. PUBLIC EVENTS ACTIVITIES:** Plans, schedules, publicizes and carries out activities to present regional Mission programs to the public, which may include a range of communications tools and distribution to a variety of audiences, with particular field trips to specific events or activities, as well as outreach and media coverage for overall programming. S/he also:

1. Coordinates with the regional field offices regarding field travel and public affairs activities of the Mission Director and Deputy Mission Director and if applicable working with regional PAOs, ambassadors, DCMs and other as required for

USAID events in the region. Prepares schedules and briefings in collaboration with Mission staff and arranges for photo/video and media coverage when appropriate.

2. For USAID regional site visits or events that involve ambassadors, DCMs, USAID Directors, working with PAOs, ensures that event information (e.g. backgrounders/scene setters, schedules, talking points, speeches, etc.) has been prepared, meeting quality standards and time requirements.
3. Coordinates signing ceremonies, inaugurations, and/or dedications of USAID regional programs managed and overseen by USAID/Senegal, including drafting press releases for placement in regional press outlets and on the USAID/Senegal regional website, and coordinating with appropriate Sahel and USAID officials on logistics schedules, guests lists, seating and other arrangements related to the events.

E. **PUBLICITY MATERIAL:** oversees the production of materials for the Sahel Regional Office and creates various products, including monthly press reports submitted to Washington LPA and other offices, regional office brochures, stories, features for newspapers, materials for updating the website and others as necessary. S/he has the primary responsibility to ensure that all produced documents meet quality standards. In addition, the RDOC/A will lead the following actions for regional programs managed by USAID/Senegal:

1. Develops and/or reviews proposed speeches, video tapes on project activities, brochures, booklets, handouts, signs and other public relations materials to evaluate quality, propriety in terms of sensitivity to local culture and accuracy of content. Ensures that all materials meet USAID branding guidance. Recommends revisions, reprinting or other appropriate action. Works closely with USAID implementing partners and advises them on the quality of publicity material.
2. Reviews implementing partners Branding Strategies and Marking Plans, a new requirement under the branding campaign. Works with Contracts Officer to achieve approval of these final documents.
3. Works with USAID technical staff and occasionally implementing partners to develop briefing materials for handouts and other special needs.
4. Ensures the continuation of USAID/Senegal promotional materials by archiving all articles and photos used or for future use on the website, as well as transcriptions from key interviews.
5. Travels to the field where Mission activities are being implemented in the region, conducting interviews and taking photographs to gather material for stories.

6. Produces regular communications products to keep partners and stakeholders apprised of progress and development in implementation of resilience strategy with an eye towards encouraging collaboration.

F. **EDITORIAL QUALITY CONTROL:** Is the official editor of official reports and correspondence produced by the Mission, including the annual report and yearly funding request.

1. Maintenance of USAID/Senegal External Website: is responsible for updating (and redesign as necessary) USAID/Senegal external website as it pertains to regional programs and the Sahel Regional Office to ensure that its content will have optimal impact in providing information about USAID/Senegal and its programs for a wide range of audiences. Responsibilities include coordinating the selection of information displayed on the website, clearing content and overseeing placement. As necessary, oversees hiring of technical consultants for updating and maintenance of website. Works with local staff to ensure they are trained on use of website.

## **POSITION ELEMENTS**

A. **SUPERVISION RECEIVED:** Reports to the Regional Program Officer.

B. **AVAILABLE GUIDELINES:** USAID general guidelines regarding allowable communications activities and relationships with PAOs and the media, including the Graphic Standards Manual; standard Agency procurement and contracting procedures; priorities set by approved strategies; and U.S. Embassy guidelines on public outreach and media relations.

C. **EXERCISE OF JUDGMENT:** Substantial reliance is placed on the employee's use of judgment concerning priority and effectiveness of public relations documentation. Employee will periodically have to make important decisions out of the office (perhaps out of town) with perhaps no ready facility for consulting with USDH supervisor. Employee must react to and interpret changing priorities and circumstances in Senegal's media and their effects on his/her work in coordination with various mission elements. Many important decisions will be based on employee's experience and managerial skills. The employee must work collaboratively and in a complementary fashion with the bilateral DOC/A.

D. **AUTHORITY TO MAKE COMMITMENTS:** Responsible to assist in budget planning and the preparation of procurement requests for publicity materials and related technical services, which will be processed through a USDH staff member and/or Mission Director.

E. **WILLINGNESS TO TRAVEL:** The incumbent must be willing to travel extensively and frequently (up to 25%) in West Africa.

## **QUALIFICATIONS REQUIRED FOR FULL PERFORMANCE AND SELECTION CRITERIA**

- A. **EDUCATION:** A bachelor's degree in journalism, international relations or development, public administration or a related field is required. A master's degree in one of the above fields is desirable.
- B. **PRIOR WORK EXPERIENCE:** Five years of progressively responsible experience in related fields is required, with at least three (3) years of experience in public relations, journalism, or related fields highly desirable. Previous work experience with USG or another international development organization is also highly desirable.
- C. **KNOWLEDGE, SKILLS AND ABILITIES:** i) Demonstrated skills and/or experience in public relations. ii) A broad understanding of issues related to international development and transition economies; experience in the region is highly desirable. iii) The ability to establish and maintain collegial relations with press and media contacts and exercise sound judgment in representing the USG while discussing program activities with the press and media are essential elements of the job. iv) A demonstrated ability to work as a team member and provide leadership in the areas of his/her competencies. v) The qualified person must possess planning experience, analytical ability, excellent communication skills and the capacity to convert planning concepts into firm plans to meet a variety of competencies. iv) S/he must be comfortable working independently, managing several activities at once and working under pressure to meet short deadlines. vii) S/he must have management ability to plan and execute media campaigns and programs.
- D. **LANGUAGE PROFICIENCY:** Excellent written and oral English communication skills are required. Strong working knowledge of French is required. Basic language skills in Wolof and/or other national languages are an asset.
- E. **SPECIALIZED SKILLS:** Excellent working use of MS Office, Adobe creative MS outlook and MS PowerPoint and knowledge of digital photography.

**Medical and Security Clearances:** The selected applicant **must** be able to obtain security and medical clearances within 45 days of being offered the contract. US Citizens must obtain USG security clearance level of Employment Authorization. An employment authorization may be upgraded to a secret clearance, if required, at a later stage. For medical clearances, the US Citizens must be able to obtain Department of State Class 1 Medical Clearance.

## **INSTRUCTIONS TO APPLICANTS:**

Applications must be received by the closing date and time at the address specified in the cover letter or they will not be considered eligible for evaluation or award, unless the Contracting

Officer determines that the documents were mishandled by the receiving agency or there is acceptable evidence to establish that it was received by the Government installation prior to the time and date specified in the solicitation. You are directed to Federal Acquisition Regulation, Part 15.208 "Submission, modification, revision, and withdrawal of proposals" for further information.

Applications must be sent to the following email address:

[usaiddakar-hr@usaid.gov](mailto:usaiddakar-hr@usaid.gov)

Attn.: Samuel Carter  
Sup. Regional Executive Officer  
USAID/Senegal

To ensure consideration of applications for the intended position, please reference the solicitation number in the application, and as the subject line in any cover letter and/or email, as well as using the address/delivery point specified in this solicitation. The highest ranking applicants may be selected for an interview.

The position will be filled subject to availability of funds.

### **List of REQUIRED Forms**

Qualified individuals are requested to submit a U.S. Government Standard Form Optional Form (OF) 612. OF 612 is available at the USAID web site, on [www.usaid.gov/forms](http://www.usaid.gov/forms). Applicants are required to sign the certification at the end of the OF-612. Applications that are received without a signature will not be considered for the position. Applicants that submit their application by e-mail without an electronic signature must send a fax or scanned copy of the signature page in order for their application to be considered for this position. Applicants shall submit a résumé or curriculum vitae and write a brief appendix to the OF-612 to demonstrate how prior experience and/or education and training address the Evaluation Factors listed above.

The following forms shall be completed only upon the advice of the Contracting Officer that an applicant is the successful candidate for the job. A prerequisite for employment is a medical clearance and completed background investigation that reflects one's qualification for employment authorization.

- Medical History and Examination (08-1843).
- Questionnaire for sensitive Positions (for National security) (SF-86); or
- Questionnaire for Non-Sensitive Positions (SF-85).
- Finger Print Card (FD-258).

### **References:**

Three (3) to five (5) references, who are not family members or relatives with working telephone and e-mail contacts are required. The references must be able to provide substantive information about an applicant's past performance and abilities. USAID reserves the right to obtain past

performance information from any source. If an applicant does not wish for the current employer to be contacted as a reference check, this should be stated in the applicant's cover letter and OF-612. Reference checks will be made only for applicants considered highly rated.

### **Benefits and Allowances:**

As a matter of policy, and as appropriate, a USPSC is normally authorized the benefits and allowances listed in this section. [NOTE: A contractor meeting the definition of a U.S. Resident Hire PSC, shall be subject to U.S. Federal Income Tax, but shall not be eligible for any fringe benefits (except contributions for FICA, health insurance, and life insurance), including differentials and allowances].

#### **A. Benefits:**

- (1) Employee's FICA Contribution
- (2) Contribution toward Health & Life Insurance
- (3) Vacation & Sick leave (only earned for actual work days)

**B. Federal Taxes:** US PSCs are not exempt from payment of Federal Income taxes.

### **Acquisition and Assistance Policy Directives (AAPD) and Contract Information Bulletins (CIBs) pertaining to PSCs.**

Please refer to the web site below to find the AAPDs and CIBs that apply to this contract. At the home page, please click on Personal Services Contracts.

[http://www.usaid.gov/business/business\\_opportunities/cib/subtect.html](http://www.usaid.gov/business/business_opportunities/cib/subtect.html)

***EQUAL EMPLOYMENT OPPORTUNITY: The US Mission in Senegal provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. USAID/Senegal also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.***

***The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.***

Cleared by:

Tyce Shideler, Reg. Program Officer: \_\_\_\_\_ Date: \_\_\_\_\_

Abdou Ndiaye, A/Executive Officer: \_\_\_\_\_ Date: \_\_\_\_\_